

## ABSTRACT

*Recently, viral marketing has become one of the most important strategies in business for promotional campaigns. Many companies have successfully used viral marketing as a profitable and effective campaign strategy. However, there are factors and elements related to viral marketing that are not clear if it involves the support of an Influencer as a Spokesperson who is different from the company's character. The main objective of this study is to determine the effect of viral marketing on brand image mediated by Spokesperson's Credibility. This research is a quantitative research with explanatory research type. The sampling collection used in this study was non-probability sampling technique. The sample of this study were people aged 18-45 years who commented on the #RambutCapek campaign on Youtube. Data was collected using a questionnaire with a total of 415 respondents. The results showed that viral marketing is a positive and significant predictor of consumer perceptions of brand image. viral marketing is a positive and significant predictor of the role of Influencer as Spokesperson. Spokesperson's Credibility are positive and significant predictors of brand image. Spokesperson's Credibility can positively and significantly mediate between viral marketing and brand image. This research shows that viral marketing cannot always lead to negative perceptions of the company's image, but if it can be utilized properly and appropriately by looking at the needs of the audience, it can have a positive impact. This is because in shaping audience perceptions of brand image there are several other factors that can influence it besides viral marketing. The results of this study are expected to provide advice and input to companies in making future planning and decision making.*

**Keywords:** *viral marketing, brand image, spokesperson's credibility*